



HOUSE REPUBLICAN CONFERENCE

**2012 Chiefs of Staff Retreat  
Wednesday, May 2 – Friday, May 4  
Hyatt Regency Chesapeake Bay,  
Cambridge, Maryland**

# Priorities for the Economy: 2012 Congress

## Jobs

Tax Reform

Budget  
Control &  
Entitlement  
Solvency

American  
Energy

ObamaCare  
Repeal

Reducing  
Regulatory  
Burden

Oversight

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# BUDGET CONTROL

Getting America's  
Fiscal House in Order

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# GOALS

**Overarching Goal:** Demonstrate our commitment to  
*A Path to Prosperity: A Blueprint for American Renewal*

## Principal Goals

- Be in a position to enact fundamental entitlement and spending reforms in 2013
- Achieve the savings required by the sequester by reforming entitlements and reducing mandatory spending

## To achieve this goal, we will:

- Pass legislation
- Continue to conduct oversight
- Message and defend our plan
- Build coalitions

# LEGISLATIVE PLAN

- Pass the FY 2013 Budget Resolution
- Pass a \$261 billion reconciliation measure
  - The largest EVER, since 1997
  - Replace the FY 2013 sequester with real mandatory savings
- Pass Appropriations bills consistent with our budget

# ADDITIONAL ACTIONS

- Continue to develop and refine:
  - Medicare reform
  - Medicaid reform
  - Reforms to welfare program
- Have legislative products ready to be acted upon post-election / early 2013



# KEY MESSAGES

- President Obama's policies have failed and he has run up an unprecedented level of red ink that is hurting small businesses and our economy and if unaddressed will alter America as we know it for our children and grandchildren.
- The President's solution is to raise taxes on job creators, which will make our economy worse.
- We must stop spending money we don't have.
- House Republicans have a plan to protect hardworking taxpayers, end the Washington spending binge and save our social safety net programs.

# OVERSIGHT

- Continue to highlight wasteful and duplicative federal programs
- Illustrate the magnitude of the problem and its impact on America's future



# COALITIONS

- **Reconciliation:** Focus on protecting Defense from president's desired sequester cuts, replacing them with other savings.
  - Other spending cuts/reforms will offer industry specific opportunities.
- **Spending cuts:** Conservative groups; engage grassroots.

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# OBAMACARE REPEAL

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# GOAL

## Repeal Obamacare

### Continue This Trend:

- **55-42 in favor of repeal, March 2010**
- **55-40 in favor of repeal, November 2010**
- **53-42 in favor of repeal, March 2011**
- **56-39 in favor of repeal, March 2012**

**Source: Real Clear Politics**



# KEY MESSAGES

- The president's health care law is making it harder for small businesses to hire workers.
- Because the government takeover of health care must be repealed in its entirety, House Republicans will continue our plan to repeal and defund the president's costly health care law.

# LEGISLATIVE & OVERSIGHT PLAN

- Investigative: Reports on waste, coverage loss, and insider deals
- Legislation: Continue targeting law's key components, culminating in full repeal vote post-SCOTUS decision
- SCOTUS Decision: Strategies for Potential Outcomes

# COALITIONS

## **IPAB repeal**

More than 140 groups, including groups representing physicians, job private-sector job creators, and opponents of Big Government.

## **Medical Device Tax Repeal**

National Taxpayers Union, Americans for Tax Reform, and organizations representing physicians, patients, and job creators.

## **Employer Mandate Repeal**

U.S. Chamber of Commerce, NFIB, National Association of Manufacturers, groups representing restaurant & retail job creators.



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# **AMERICAN ENERGY POLICY IN 2012**

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# GOALS

## Overarching Goal

**Expand American Energy Production & Reverse Obama Policies That Are Contributing to Rising Gasoline Prices**

## **To achieve this goal, we will:**

- **Pass New Energy Legislation**
- **Conduct Oversight**
- **Message/Build Coalitions through HEAT**

# LEGISLATIVE PLAN

Release legislative plan in the next two weeks to continue the American Energy Initiative and further address rising gas prices.

## Examples:

- Freeze new EPA regulations on refineries—study to determine consumer impacts at the pump, jobs
- Increase production on federal lands: streamline NEPA, permitting process, remove regulatory roadblocks, cut down on litigation
- Greatly expand production in the National Petroleum Reserve (Alaska): Interior not doing enough to realize potential



# KEY MESSAGES

- President Obama's policies have failed and are causing more pain at the pump for American families and small businesses.
- House Republicans have a plan to create jobs, reduce energy prices, and expand American energy security.
- President Obama & Senate Democrats should work with us to enact the bipartisan energy bills passed by the House.

# OVERSIGHT

Exposing Obama Administration actions in blocking expanded energy production, wasting tax dollars & contributing to rising gas prices will be central to energy oversight:

- Continue pressing White House for accountability on Solyndra
- How was Keystone decision made? Get records from EPA, State, DOE
- Natural Gas: How is EPA/Interior trying to regulate fracking?
- 1603 Energy Grant Program: Massive waste, fraud, abuse.
- Examine EPA/Interior “sue and settle” approach to rulemaking

# COALITIONS

**Build/Work with Coalitions through House Energy Action Team (HEAT):**

- **Engage employers & job creators on the consumer side of the issue**
- **Highlight HEAT events outside the Beltway; both production and consumer angles to drive messaging (roundtables, plant/site visits, forums, etc.)**
- **Release studies/white papers on impacts of high energy costs on consumers, businesses**



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# **REDUCING RED TAPE & SPURRING JOB CREATION**

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# GOALS

## Overarching Goal

Link President Obama to excessive, job killing regulations and demonstrate that Republicans are tackling the problem.

To achieve this goal, we will:

- Pass anti-red tape legislation
- Conduct oversight
- Message and build coalitions

# SUCCESS TO DATE

## Items Passing the House in 2011:

- ✓ Top Ten Job Destroying Regulations:
  - ✓ NLRB's Boeing Ruling
  - ✓ Utility MACT and Cross State Air Pollution
  - ✓ Boiler MACT
  - ✓ Cement MACT
  - ✓ Coal Ash
  - ✓ Farm Dust
  - ✓ NLRB's Ambush Elections
  - ✓ Ozone Rule (withdrawn)
- ✓ Net Neutrality (CRA)
- ✓ Pesticide Regulation
- ✓ Clean Water Cooperative Federalism
- ✓ Regulatory Accountability Act
- ✓ Regulatory Flexibility Act
- ✓ The REINS Act

The House GOP's set of regulatory reforms, "...would represent the largest overhaul of the rule-making process and larger administrative state since Ronald Reagan, and perhaps longer."

— Wall Street Journal Editorial  
December 8, 2011



# LEGISLATIVE PLAN

- **Remaining Top Ten Job Destroying Regulations**
  - Grandfathered Health Plans (Post Obamacare Court Ruling)
  - Greenhouse Gas (Likely Post Tailoring Rules This Summer)
- **Require Independent Agencies to Do Cost Benefit Analysis**
  - *Recommendation of the President's Jobs Council*
- **Streamline the Federal Permitting Process**
  - *Recommendation of the President's Jobs Council*
- **Impose Transparency and Public Input on Sue and Settle Process**
- **Regulatory Moratorium on Economically Significant Regulations Until Unemployment is Below 6%**



# KEY MESSAGES

- President Obama's policies have failed and are disadvantaging small businesses.
- While some regulations are necessary and even desirable, others go too far, hurting our economy. We need smarter regulations, not more regulations.
- House Republicans have a plan for America's job creators that will reduce President Obama's excessive regulations that increase energy prices, drive-up health care costs, and cost America jobs.

**AGREE OR DISAGREE:** All new federal regulations that create significant costs for employers should be suspended until the unemployment level is lower.

- 65% Agree (35% Strongly)
- 25% Disagree

*(National Review Institute Poll, November 2011)*

# OVERSIGHT

- Continue quantifying the cost of regulations individually and collectively
- Identify specific impacts on industries, localities, etc.

# COALITIONS

- Coalitions are issue-based; i.e., OSHA; NLRB; EPA, etc.
- Put a face on the real world impact of these regulations
  - Individual business owners talking about a specific regulation
  - Red tape has a real world impact—opportunity to have constituents be our voice.

## Existing Coalitions:

- Reg Reform Coalition (Chamber/NAM/Farm Bureau)
- Coalition for Workplace Safety—OSHA
- Coalition for a Democratic Workplace—NLRB
- Energy Coalition (IECA/CEA/Chamber/API/NAM)—EPA.

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# TAX STRATEGY

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# GOALS

- **Block the Largest Tax Increase in History from Hitting Families and Job Creators on January 1, 2013**
- **Don't Just Pass, But ENACT Comprehensive Tax Reform**

# LEGISLATIVE PLAN

- **What We Need to Plan For**
  - Expiration of 2001/03 tax cuts
  - Expiration of tax extenders
  - Path to comprehensive reform
- **Ways & Means Committee**
  - Over one dozen hearings with 91 witnesses
  - Discussion draft of international tax reform
  - GOP Budget Resolution
- **Conference**
  - Planning Sessions
  - Floor Votes

# KEY MESSAGES

- **Reject the President's Call for Higher, Job-Killing Taxes on Small Businesses and Investors**
- **Comprehensive Tax Reform that Promotes Greater Economic Growth & Job Creation Here in America**
- **Comprehensive Tax Reform that Makes the Tax Code Flatter, Fairer, and Simpler for Individuals, Families and Employers**



# COALITIONS

What's the Best Way to Unify All Job Creators on Tax Reform?

Answer: Comprehensive Tax Reform

- 75% of small businesses pay their taxes at the individual rates and more than half of ALL business income is reported on individual tax returns
- Other job creators struggle with the highest corporate rate in the industrialized world (as of April 1)

Groups We Are Working With Include:

- ATR, BRT, Club for Growth, FreedomWorks, Heritage, NAM, NFIB, RATE, US Chamber, WIN
- Directly engaging American taxpayers

Building Blocks: Information, Education and Conversation

- A 2-way dialogue about what Americans want and need from tax reform so they, and Congress, can make informed choices





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# GOP.gov/DebateKits



Idea Interchange

THE INTRANET OF REPUBLICANS IN CONGRESS

**AA** News & Documents

## Debate Kits

Cutting Red Tape to Create Jobs

March 26, 2012 • PDF (1 MB)

The Government Takeover of Health Care: Holding Back Job Creation

March 29, 2012 • PDF (1 MB)

A Fairer and Simpler Path to Economic Growth Through Tax Reform

March 28, 2012 • PDF (802 KB)

Spend Less, Tax Less and Grow the Economy More: House Republicans and the Budget

March 27, 2012 • PDF (1 MB)

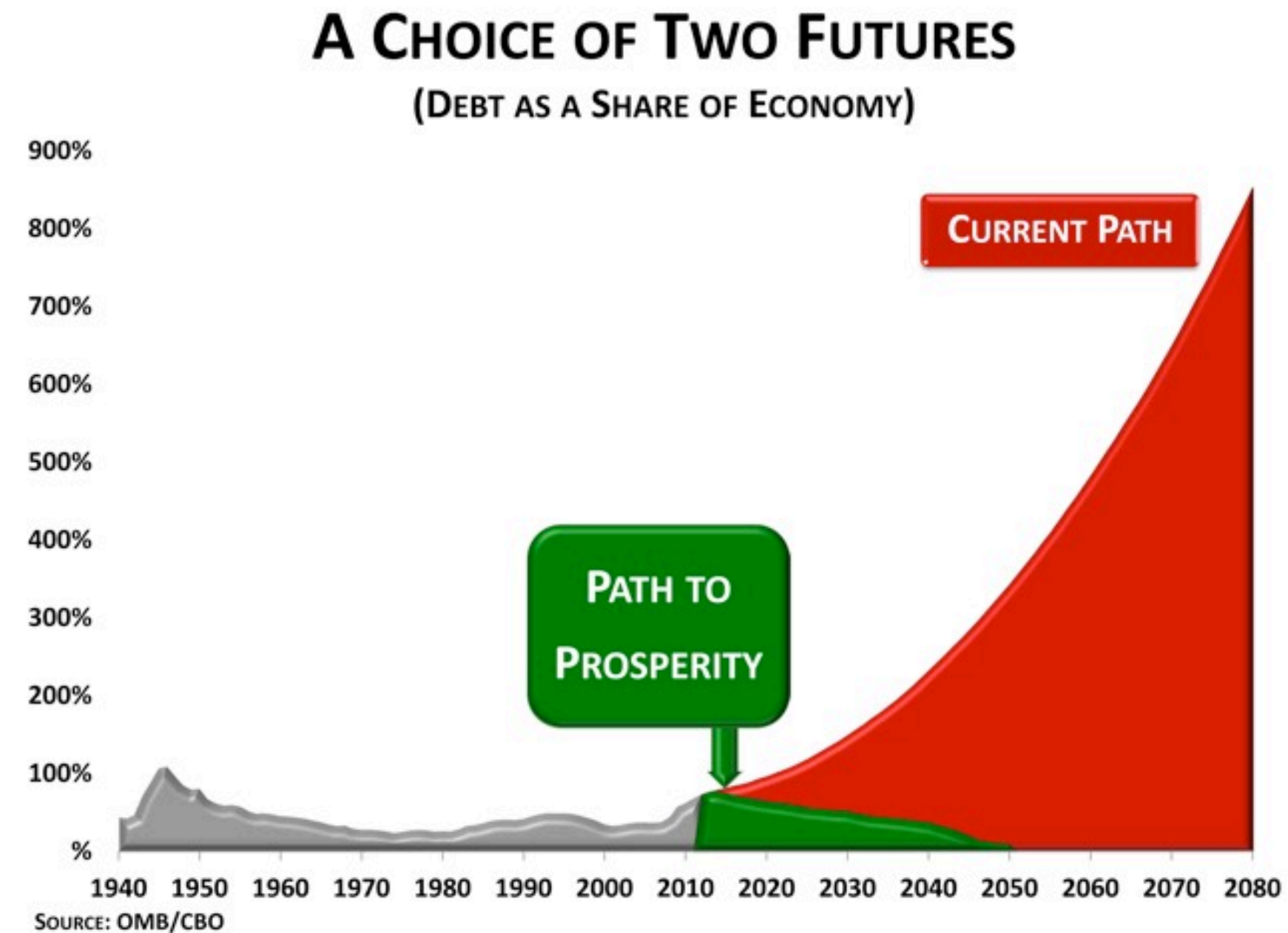
Producing More American Energy to Help Create Jobs

March 26, 2012 • PDF (1 MB)

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**WIN THE  
DEBATE KIT**



Spend Less, Tax Less and Grow the  
Economy More

*House Republican Conference  
Chairman Jeb Hensarling (R-TX)*



## HOUSE REPUBLICAN CONFERENCE







HOUSE REPUBLICAN CONFERENCE

# I. Executive Summary





HOUSE REPUBLICAN CONFERENCE

# I. Executive Summary

## II. Themes







HOUSE REPUBLICAN CONFERENCE

- I. Executive Summary**
- II. Themes**
- III. Narrative**







HOUSE REPUBLICAN CONFERENCE

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- I. Executive Summary**
  - II. Themes**
  - III. Narrative**
  - IV. Facts**



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- I. Executive Summary**
  - II. Themes**
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  - IV. Facts**
    - a. Red Tape and Jobs**





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- I. Executive Summary**
  - II. Themes**
  - III. Narrative**
  - IV. Facts**
    - a. Red Tape and Jobs**
    - b. President's Failed Regulatory Policies**





# **I. Executive Summary**

## **II. Themes**

## **III. Narrative**

## **IV. Facts**

**a. Red Tape and Jobs**

**b. President's Failed Regulatory Policies**

**c. President's Failed Economic Policies**



# I. Executive Summary

## II. Themes

## III. Narrative

## IV. Facts

**a.** Red Tape and Jobs

**b.** President's Failed Regulatory Policies

**c.** President's Failed Economic Policies

**d.** Ridiculous Regulations





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# V. House GOP Plan for America's Job







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# V. House GOP Plan for America's Job Creators







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# **V. House GOP Plan for America's Job Creators**

## **VI. Quotes and Anecdotes**



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**V. House GOP Plan for America's Job Creators**

**VI. Quotes and Anecdotes**

**VII. Charge and Response**





HOUSE REPUBLICAN CONFERENCE

**V. House GOP Plan for America's Job Creators**

**VI. Quotes and Anecdotes**

**VII. Charge and Response**

**VIII. Sound Bites**





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**V. House GOP Plan for America's Job Creators**

**VI. Quotes and Anecdotes**

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**VIII. Sound Bites**

**IX. Best Practices**